

BK MAG

EXPLORING THE MOST POPULOUS BOROUGH THROUGH THE LENS OF
* ARTS & ENTERTAINMENT * CULTURE * PEOPLE

BKMAG.COM

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BK MAG

BROOKLYN
THE CITY
WITHIN THE CITY

2.6M

**RESIDENTS MOST
POPULATED IN NYC**

Manhattan is 1.6M

3rd LARGEST
“CITY” IN AMERICA

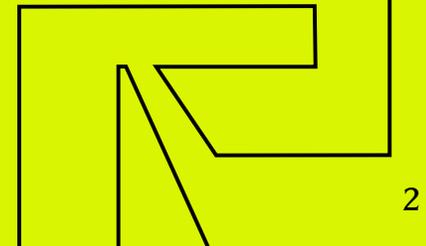
THE MOST DIVERSE BOROUGH
200 LANGUAGES SPOKEN

BK MAG

THE DEFINITIVE GUIDE FOR CULTURE SEEKERS IN AND AROUND BROOKLYN



Whether they live here, or are just visiting, we help them experience life in Brooklyn to the fullest.



BKMAG OFFERS



A TRUSTED VOICE IN BROOKLYN
with deep, local authority established over the past 15 years.

A SOCIAL-FIRST MEDIA BRAND
delivering culturally relevant content across social, web & newsletters.

A PUBLISHER FOR ADVERTISERS
seeking organic connectivity and influence in and around Brooklyn.

AN EVENT PRODUCER
of both intimate and large-scale IRL experiences for our partners.

THE BK MAG AUDIENCE

BK Mag's audience is made up of influential, culture-shaping creatives who set trends, spark conversations, and move the borough forward.

70%

Millennials
& Gen Z

60/40

Women/Men

133

Index HHI
\$150k

72%

Long Time
Brooklyn
Residents

63%

Single

37%

Married

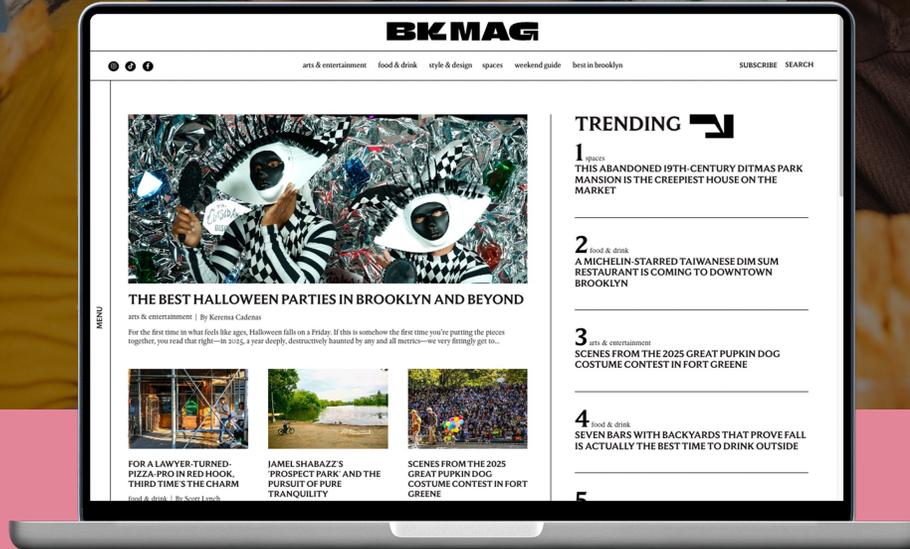
63%

With Kids



REACH

BK MAG



SOCIAL

200K+

Across IG/TT/FB

WEB

1.6M

Page Views

NEWSLETTER

188K

Subscribers

AN ORGANIC PART OF THE BSE ECOSYSTEM



200K+
Followers

188K
Subscribers

1.6M+
Annual
Pageviews



11.5M
Social Reach

5.2M
Email Database

HOME OF



We offer brands an opportunity to scale with exclusive access to high-impact channels including OOH and digital signage at The Barclays Center in addition to targeting our owned audiences across social channels.



CONTENT VERTICALS

Brooklyn Magazine's content spans the cultural landscape through four key verticals. Together, these pillars showcase the people, places, and creative forces shaping Brooklyn, giving brands a dynamic environment to connect with an engaged, curious audience.

arts & entertainment



Dive into your guide to Brooklyn's cultural scene of art, music, theater, and film.

food & drink



Explore Brooklyn's best eats, reviews, and trends.

style & design



Spotlight Brooklyn's distinct fashion and design.

spaces



The Spaces we inhabit and the spaces within the borough.

OUR EDITORIAL FRANCHISES

Focus on discovery and timeliness to engage with the Brooklyn audience in the moment.



Weekend Guide



A key service-oriented round up of timely events to explore around Brooklyn.

Brooklyn Bites



A regular curated resource for food lovers that focuses on Brooklyn's diverse food and drink culture.

Block by Block



An insider's view of the unique neighborhoods and communities that make each are of Brooklyn so special.

Local Legends



A profile series that showcase the small businesses and personalities whose work contributes to the borough's distinctive culture.

Seasonal Lists

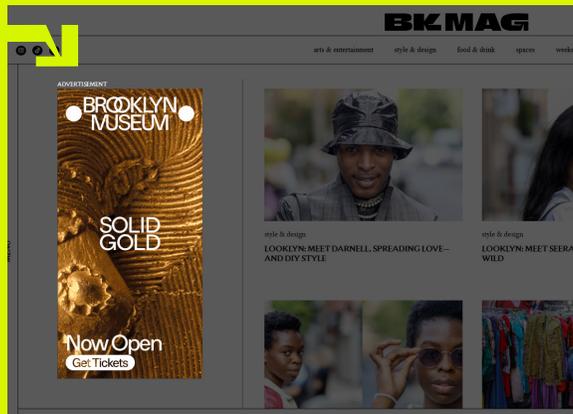


A seasonal guide of timely recommendations for what to do, where to eat and shop during the holidays.

GO DEEPER WITH BKMAG



BKMAG gives brands an opportunity to leverage editorial equity and custom social content to target culture seekers across social and beyond.



ADS

Align with high-impact digital placements that drive awareness and engagement.



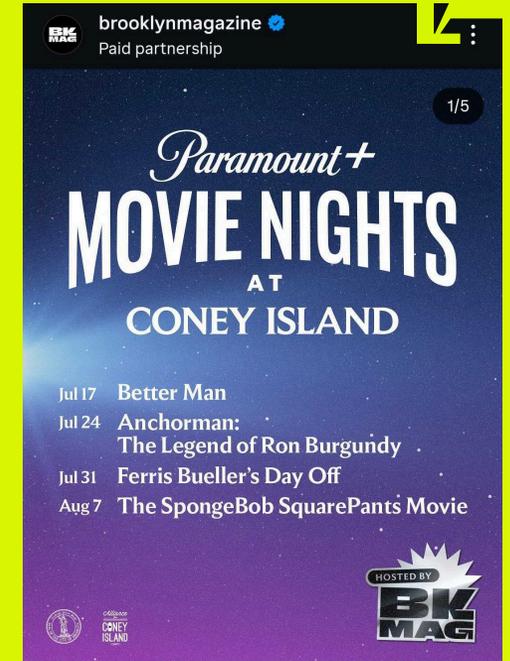
EDITORIAL SPONSORSHIPS

Surround and align with relevant & high engagement editorial franchises to drive awareness and interest.



CUSTOM BRANDED CONTENT

Create co-branded content to distribute from the BKMAG handle to drive awareness and consideration.



UNIQUE LOCAL EXPERIENCES

Integrate into experiences like Movies in the Park to drive engagement among the most active members of the local community.

BK MAG

Offering brands access to the community through our flagship Irl experience in Brooklyn's most historic outdoor venues.

12

Blockbuster Films

4

Neighborhoods

20,000+

Attendees

5M+

Social Impressions



MAKE MEMORIES THIS SUMMER
UNDER THE BROOKLYN SKY

Paramount+ MOVIE NIGHTS IN BROOKLYN

16 MOVIES | 4 NEIGHBORHOODS | 1 BOROUGH

JUN 13 – AUG 27

VIEW MOVIE LINEUP & RSVP AT
BKMAG.COM/MOVIES



FORT GREENE
PARK
CONSERVANCY

alliance
CONEY
ISLAND

**BK
MAG**

**THANK
YOU!**



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Reach out to learn more
hello@bkmag.com

